

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1.-20. (Canceled)
21. (Currently Amended) A method for displaying visual information, comprising:
receiving a digital signal including channel data and product information containing product identifying information and at least one URL;
comparing the product identifying information received in the product information with previously stored product identifying information;
storing the product information including the received product identifying information and the at least one URL only if the received product identifying information does not compare with the previously stored product identifying information;
controlling a screen to simultaneously display the channel data and URL, the URL and either an icon image or a still image being displayed in a window in response to activation of a web-surfing button;
receiving a user-initiated signal indicating selection of the URL; and
accessing information from a network address corresponding to the URL, wherein the URL corresponds to a product appearing in the displayed channel data.

22. (Previously Presented) The method of claim 21, wherein the product information is received in a packet which includes:

- a payload including the URL; and
- a header containing an identifier which indicates that the packet is carrying product information.

23. (Previously Presented) The method of claim 21, wherein the digital signal includes a time code for synchronizing display of the URL with the channel data.

24. (Previously Presented) The method of claim 21, wherein the product information is included in a service information field of the digital signal.

25. (Previously Presented) The method of claim 21, further comprising:

- storing the product information in a memory separate from the channel data.

26. (Previously Presented) The method of claim 21, wherein controlling includes:

- controlling the screen to simultaneously display the URL and the still image of the channel data in the window.

27. (Previously Presented) The method of claim 26, wherein the URL is displayed in association with a pointer which points to a product shown as the still image.

28. (Previously Presented) The method of claim 26, wherein the URL is displayed in association with a product which is highlighted as the still image.

29. (Previously Presented) The method of claim 21, wherein controlling includes: controlling the screen to display an the image with the URL and channel data.

30. (Previously Presented) The method of claim 29, wherein the image bears a resemblance to a product associated with the URL.

31. (Previously Presented) The method of claim 30, wherein the image includes an icon associated with the product.

32. (Previously Presented) The method of claim 21, wherein controlling includes: controlling the screen to simultaneously display a plurality of URLs and a plurality of either icon images or still images in the window, wherein each of the URLs and each of the

icon images or still images corresponds to a different product appearing in the displayed channel data.

33. (Previously Presented) The method of claim 32, wherein the URLs are displayed in the window in a scrollable list over the channel data.

34. (Previously Presented) The method of claim 21, wherein the product identifying information is displayed in association with the URL and channel data.

35. (Previously Presented) The method of claim 21, wherein the screen is a screen of a Web-TV.

36. (Previously Presented) The method of claim 21, wherein the URL and channel data are displayed in response to activation of the web-surfing button.

37. (Previously Presented) The method of claim 21, further comprising:
controlling display of the information accessed from the network address.

38. (Previously Presented) The method of claim 37, wherein the accessed information includes at least one of price information, product appearance information, a name, and a product code.

39. (Previously Presented) The method of claim 21, wherein controlling includes: controlling the screen to simultaneously display the URL and an infra-coded picture of the channel data in the window.

40. (Currently Amended) A television controller, comprising:
a data separator which separates a digital signal into channel data and service data including product information containing product identifying information and at least one URL;
a section filter which separates the product information from other forms of service data, the section filter comparing the product identifying information received in the product information with previously stored product identifying information;
a memory, the memory storing the product information including the received product identifying information and the at least one URL only if the received product identifying information does not compare with the previously stored product identifying information;
a control circuit which controls a television screen to simultaneously display the channel data and URL, and to process a user-initiated signal indicating selection of the URL, the

control circuit to display the URL and either an icon image or a still image in a window of the television screen in response to activation of a web-surfing button; and

 a network interface which accesses information from a network address corresponding to the URL, wherein the URL corresponds to a product appearing in the displayed channel data.

41. (Previously Presented) The controller of claim 40, wherein the product information is in a packet which includes:

 a payload including the URL; and

 a header containing an identifier indicating that the packet is carrying product information.

42. (Previously Presented) The controller of claim 40, wherein the section filter separates the product information from other types of information based on the identifier included in the header.

43. (Previously Presented) The controller of claim 41, wherein said other information includes at least one of electronic program guide information and program specific information.

44. (Previously Presented) The controller of claim 42, wherein the digital signal includes a time code for synchronizing display of the URL with the channel data.

45. (Previously Presented) The controller of claim 40, wherein the product information is included in a service information field of the digital signal.

46. (Previously Presented) The controller of claim 40, further comprising:
a memory for storing the product information separately from the channel data.

47. (Previously Presented) The controller of claim 40, wherein the control circuit controls the screen to simultaneously display the URL and the still image of the channel data in the window.

48. (Previously Presented) The controller of claim 47, further comprising:
a graphics generator which generates a pointer,
wherein the control circuit displays the URL in association with the pointer, which points to a product shown as the still image.

49. (Previously Presented) The controller of 47, wherein the control circuit controls display of the URL in association with a product which is highlighted as the still image.

50. (Previously Presented) The controller of claim 40, wherein the control circuit controls the screen to display an image with the URL and channel data.

51. (Previously Presented) The controller of claim 50, wherein the image bears a resemblance to a product associated with the URL.

52. (Previously Presented) The controller of claim 51, wherein the image includes an icon associated with the product.

53. (Previously Presented) The controller of claim 40, wherein the control circuit controls the screen to simultaneously display a plurality of URLs and a plurality of either icon images or still images in the window, wherein each of the URLs and each of the icon images or still images corresponds to a different product appearing in the displayed channel data.

54. (Previously Presented) The controller of claim 53, wherein the URLs are displayed in the window in a scrollable list over the channel data.

55. (Previously Presented) The controller of claim 40, wherein the product identifying information is displayed in association with the URL and channel data.

56. (Previously Presented) The controller of claim 40, wherein the URL and channel data are displayed in response to activation of the web-surfing button.

57. (Previously Presented) The controller of claim 40, wherein the control unit controls display of the information accessed from the network address through the network interface.

58. (Previously Presented) The controller of claim 57, wherein the accessed information includes at least one of price information, product appearance information, a name, and a product code.

59. (Previously Presented) The controller of claim 40, wherein the control unit controls the screen to simultaneously display the URL and an infra-coded picture of the channel data in the window.

60. (Previously Presented) The controller of claim 40, further comprising:

a frame composer which forms an item selection video frame for allowing viewer selection of a product associated with the URL.

61. (Currently Amended) A controller for a Web-TV, comprising:
 - a network interface which receives data streams of program information and product information containing product identifying information and at least one URL;
 - a comparator, the comparator comparing the product identifying information received in the product information with previously stored product identifying information;
 - a memory for storing the product information including the received product identifying information and the at least one URL only if the received product identifying information does not compare with the previously stored product identifying information;
 - a frame composer which forms an item selection video frame for allowing viewer selection of a product associated with the URL; and
 - a control circuit which controls a screen to simultaneously display the program information and URL, and to process a user-initiated signal indicating selection of the URL, the control circuit to display the URL and either an icon image or a still image in a window of the screen in response to activation of a web-surfing button, wherein the network interface accesses web-page data associated with the selected URL and the control circuit controls display of the Web-page data on the screen.

62. (Previously Presented) The controller of claim 61, wherein the data streams are broadcast in multi-casting format.

63. (Previously Presented) The controller of claim 61, wherein the data streams are broadcast in uni-casting format.

64. (Previously Presented) The controller of claim 61, wherein, when the data streams omit information direct explicit linking the program and product information, the control circuit generates explicit linking information for implicit timing information to allow the program and product information to be simultaneously displayed on the screen.

65. (Previously Presented) The controller of claim 61, wherein the control circuit simultaneously displays the URL and one of the still image or an infra-coded picture of the program information in the window.